

Garg, Yogesh

From: Smith, Jeffrey A. (AU3625)
Sent: Wednesday, December 17, 2003 6:55 PM
To: Carter, Monica (AU3722)
Cc: Garg, Yogesh
Subject: FW: Help

Monica,

Could you help us with this case? See below.

Thank you.

Jeff

AU 3722
Class 029
AU 3722

-----Original Message-----

From: Wellington, Andrea
Sent: Wednesday, December 17, 2003 6:51 PM
T : Smith, Jeffrey A. (AU3625)
Cc: Garg, Yogesh
Subject: RE: Help

You can talk to Monica Carter in my art unit.

-----Original Message-----

From: Smith, Jeffrey A. (AU3625)
Sent: Wednesday, December 17, 2003 6:49 PM
To: Wellington, Andrea
Cc: Garg, Yogesh
Subject: Help

Andrea,

We have a case over here in "Business Methods" that is directed to a method of marketing using a "For Sale" sign having a web address preprinted on it and a space for an item number for a product (e.g. a home or a car) that is being sold. The sign is purchased at a retail store. The seller accesses the web address, posts an ad for the product, and an item number is associated with the ad. A potential purchaser, having seen the product and the associated sign (in the physical world), is able to access the on-line ad for the product using the web address and the item number (which the seller writes on the sign after posting the ad).

I've already discussed the case with Joanne Silberman in class 40. She referred me to your area.

We've done extensive text searching of classes 40 and 283, but we haven't turned up much that was helpful to us. Do you have any suggestions or recommended subclasses that we can search? Do any of your Examiner's have any insight?

Any help that you can offer is greatly appreciated.

Jeff Smith
Acting SPE
AU 3625